

Application Number 09/766,133
Filing Date January 19, 2001
Page: 2

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CLAIMS

This listing of claims replaces all prior versions and listings of claims in the present application.

Claims 1-26 (Canceled).

27. (Currently Amended). A system comprising:

a receiver to receive a contiguous block of a content data stream with an information segment ~~and a plurality of advertisements, said information segment~~ having at least one ad entry, said ad entry having a field in the form of an interruption point specifier to indicate a point ~~based on the passage of time,~~ within said contiguous block of content data stream to interrupt the play of said content data stream and to insert an advertisement in said content data stream for play prior to the resumption of the play of the content data stream;

the information segment comprising ad selection criteria for the advertisement to insert;

a cache, coupled to said receiver, to store said content data stream with said information segment ~~and said plurality of advertisements;~~

an interface, in said receiver, to identify a content data stream location and to receive the ~~[[an]] advertisement, out of said plurality of advertisements,~~ to insert in said location, said interface to identify, based on data from the interruption point specifier, said location while said content data stream is still stored in said cache;

wherein said interface to utilize the information segment having a plurality of fields, one field comprising said interruption point specifier, another field comprising the ad selection criteria ~~selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock;~~ and

~~wherein said resume indicator to indicate if a user can override the insertion of an advertisement.~~

Application Number 09/766,133
Filing Date January 19, 2001
Page: 3

28. (Previously Presented). The system of claim 27 wherein said interface to utilize a content identifier to associate said information segment with said content data stream.

29. (Canceled).

30. (Currently Amended). The system of claim [[29]] wherein said ad entry includes said plurality of fields said interface to use data from said fields to control the relationship between the content data stream and ~~said~~ a plurality of advertisements.

31. (Cancelled).

32. (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33. (Previously Presented). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

Claims 34-36 (Canceled).

37. (Canceled).

38. (Currently Amended). The system of claim 27 wherein said system is adapted to detect[[s]] ~~the~~ activation of a button on a remote control unit and to respond to override the insertion of [[an]] the advertisement.

Claims 39-40 (Canceled).

41. (Currently Amended). A method comprising:
receiving a television transmission including a contiguous block of content associated with an information segment, said information segment ~~to indicate if a user can override insertion of an~~

Application Number 09/766,133
Filing Date January 19, 2001
Page: 4

advertisement stored by an electronic programming guide having a program identifier for the television transmission associated with the information segment; and

inserting an advertisement into ~~[[a]]~~ the contiguous block of a content ~~data stream~~ based on ~~[[the]]~~ a passage of time as defined by the information segment.

42. (Currently Amended). The method of claim 41 including storing said content data stream ~~and a plurality of advertisements~~ in a cache.

43. (Currently Amended). The method of claim 42 including, based on the passage of time, identifying a location to interrupt the play of content to insert ~~[[an]]~~ the advertisement.

44. (Currently Amended). The method of claim 41 including measuring the passage of time from the start of the play of said block of content ~~data stream~~.

45. (Currently Amended). The method of claim 41 including measuring the passage of time to ~~[[the]]~~ a last advertisement played.

46. (Currently Amended). A system comprising:

a receiver to receive a contiguous block of a content data stream with an information segment ~~and a plurality of advertisements, said information segment~~ having at least one ad entry, said ad entry having a field in the form of interruption point specifier to indicate a point based on the passage of time, within said contiguous block of content data stream to interrupt the play of said content data stream and to define conditions under which to insert an advertisement in said content data stream for play prior to the resumption of the play of the content data stream:

a cache, coupled to said receiver, to store said content data stream with said information segment ~~and said plurality of advertisements;~~ and

an interface in said receiver, to identify a content data stream location and to receive an advertisement, ~~out of said plurality of advertisements,~~ to insert in said location, said interface to identify, based on data from the information point specifier, said location while said content data stream is still stored in said cache, said interface to determine if said information segment includes information to enable a user to override the insertion of an advertisement and to apply permitted

Application Number 09/766,133
Filing Date January 19, 2001
Page: 5

and prohibited ad type criteria from the information segment to cause selection of the advertisement.

47. (Currently Amended). The system of claim 46 wherein said system detects the activation of a button on a remote control unit to override the insertion of [[an]] **the** advertisement.